



### HTC Desire 6275

★★★★★ (291)



YOUR PRICE

**\$149.99**

after \$50.00 reward card

✓ In Stock

Select Phone

We'll show you plans next



### HTC Wildfire 6225

★★★★★ (121)



YOUR PRICE

**\$49.99**

after \$50.00 reward card

✓ In Stock

Select Phone

We'll show you plans next



ON SALE!

### BlackBerry Bold 9650 (No Camera)

★★★★★ (4)



YOUR PRICE

**\$49.99**

ONLINE-ONLY PRICE!

✓ In Stock

Select Phone

We'll show you plans next



NEW!

### BlackBerry Bold 9650

★★★★★ (15)



YOUR PRICE

**\$149.99**

after \$50.00 reward card

✓ In Stock

Select Phone

We'll show you plans next

**DEAL!**  
Instant discount  
when shipped\*



### BlackBerry Curve 8530

★★★★★ (231)



YOUR PRICE

**\$79.99**

after \$50.00 reward card

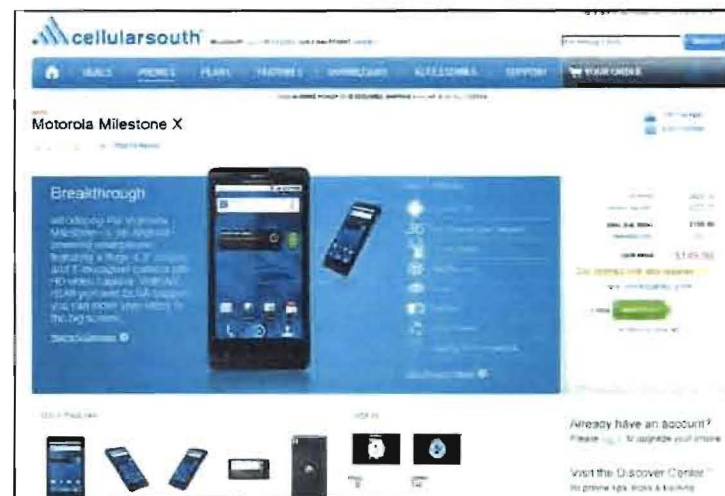
✓ In Stock

Select Phone

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# Cellular South: Good Android portfolio

<b>Cellular South</b>		
<a href="http://www.cellularsouth.com">www.cellularsouth.com</a>		
Total devices:		21
Total smartphones:		10
Total Android smartphones:		6
Manufacturer	Device	Operating System
HTC	7 Pro	Windows
Motorola	Milestone X	Android
HTC	Desire 627S	Android
BlackBerry	Bold 9650	BlackBerry
Samsung	Galaxy S Showcase	Android
Motorola	Quantico W845	Feature
BlackBerry	Bold 9650 No Camera	BlackBerry
BlackBerry	Curve 8530	BlackBerry
LG	Axis	Android
HTC	Wildfire 6225	Android
Samsung	Messenger Touch R631 Black	Touch
Samsung	Messenger Touch R631 Blue	Touch
Samsung	Gem	Android
Samsung	Profile R580	Feature
LG	Wine 2	Feature
LG	Nite 230	Feature
LG	100	Feature
BlackBerry	Playbook with Wifi	Tablet
Motorola	Xoom with Mifi	Tablet
Novatel	Mifi 2200	Mifi
Franklin Wireless	U210	Datacard



Source: Primary research on company websites - Andrew Szabo 7/5/2011.

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## Cellular South Releases the HTC Desire - Its Third Android Powered Smartphone - Featuring One of the World's Richest Media Experience



Ridgeland, Miss. (September 16, 2010) – Cellular South, the nation's largest private wireless communications provider, announced the release today of the HTC Desire™, one of the most advanced Android™-powered touchscreen smartphones in the world.

The HTC Desire is one of five new Android-based smartphones the carrier is releasing in 2010 as part of its promise to offer consumers and business customers the industry best Android experience. Cellular South was one of the first U.S. carriers to introduce an Android™-powered smartphone with the launch of the HTC Hero™ last November.

Featuring a superfast, 1 GHz Qualcomm Snapdragon processor that encourages efficient and seamless multi-tasking, the Android™ 2.1 platform and access to more than 80 applications on Android Market™, the Desire also includes the latest HTC Sense™ experience and a 3.7 inch super LCD screen.

The device features built-in Google mobile services, including Google Search™, Google Maps™, Gmail™, YouTube™ and Google Maps Navigation™ BETA with voice-aided, turn-by-turn directions.

"We're excited about adding the HTC Desire to our expanding line-up of Android-powered advanced touchscreen smartphones," said Kevin Hankins, chief operating officer of Cellular South. "This device takes Android to a whole new level with HTC Sense™ and a platform that optimizes the rich media experience for news, the mobile web, music and video applications."

Following on the heels of Cellular South's record-breaking introduction of the HTC Hero™, its first Android-powered touchscreen smartphone, and the recent release of the Motorola Milestone, the company is poised to become one of the leading providers of Android-powered smartphone devices to consumers and businesses with the addition of the HTC Desire™. Cellular South is only the second U.S.-based wireless carrier to offer the advanced touchscreen smartphone.

Later this year, the Ridgeland-based wireless communications provider plans to introduce three more Android-powered touchscreen smartphones, including a leading handset from the Samsung Galaxy S family of advanced wireless devices.

Coupled with access to thousands of Android Market apps and some of the best Android devices and service plans, Cellular South is ready to offer consumers the best app experience in the industry, Hankins said. "We make it easy and simple for consumers to discover the right apps that best meet their personal needs and desires. No other wireless carrier today is following through on that commitment like Cellular South."

The HTC Desire™ is preloaded with several apps, including two Cellular South Original apps – Text CS and Discover Apps. Both of these apps help consumers get quick, easy and convenient answers to questions about their mobile phone, account and the most relevant apps for their device. A third app – Barcode Scanner – enables users to quickly scan a barcode into their Android-powered smartphone and have Google search for that particular item to find reviews, competitive prices and more. The app also can read QR – or Quick Response – data-matrix codes which can link users to a website, a discount coupon, contact information, calendar appointment or text message.

### Highlights:

Slim, stylish design

Fast 1 GHz Snapdragon processor



## Cellular South Announces Launch of the HTC Hero; Android-Powered Smartphones Poised For Success

Cellular South's new Android™-Powered Smartphone Gives Consumers Access to Company's Superior 3G Network, Unique Apps and Discover Center Support

**Ridgeland, MS (September 21, 2009)** – Cellular South, the nation's largest privately held wireless provider, announced plans today to launch its first Android-powered smartphone, the new HTC Hero™. Consumers will be able to pre-order the device early as October 5. The company is among the first U.S. wireless carriers to announce the availability of the highly acclaimed Android device with Google™ mobile services. The HTC Hero is the first of a variety of Android-powered smartphones Cellular South plans to offer in the near future.

Android-powered devices are one of the fastest growing device segments in the wireless industry with worldwide sales expected to soon eclipse the most popular smartphones on the market today, including the iPhone™, according to a March 2009 report by Informa Telecoms and Media, a London-based research house specializing in the mobile, broadband and television industries.

With the Android open source mobile platform, an advanced web browser and stylish look and feel, Hero is a great Android-powered phone and is poised to emerge as a popular device for consumers. According to Neil Mawston, director at Strateg Analytics, "Android has fast been winning healthy support among operators, vendors and developers and is now in good position to become a top-tier player in smartphones over the next two to three years."

The HTC Hero, featuring Android, developed by the Open Handset Alliance™, a partnership of more than 40 global mobile industry leaders, will allow consumers access to thousands of the latest and most relevant wireless applications. The Hero has built-in Google mobile services with synchronization, including Google Search™, Google Maps™, Gmail™, and YouTube™.

"Cellular South is excited to be among the first carriers worldwide to offer this industry-changing platform," said Kevin Hankins, chief operating officer for Cellular South. "With Android Market™ and applications built on Android, combined with Cellular South's superior 3G high speed mobile broadband network, we will continue to offer our customers the best products and experience available in the market. When you add the full support of our industry-leading online, in-store and now on-device Discover Centers, Cellular South will provide our customers an experience unmatched in the industry."

### The Applications

Android's open source platform, which includes Android Market, an open marketplace for applications, will give customers access to more than 9,500 of the latest applications they want and need, and is growing at a phenomenal rate.

The highly-touted Layar™ application by Spry™ will be available to download on Cellular South's Android smartphone. The next-generation reality browser built on top of Android shows what points of interest are around the wireless user by superimposing real-time digital information on top of reality through the camera on the mobile phone.

### The Features

Android is an open platform which enables manufacturers from around the world to develop unique user interfaces. HTC Hero is built with a user interface based on the HTC Sense™ philosophy. This user experience creates personalization through full customizable home screens. It also integrates social networking applications into the experience with its Twitter® widget and seamlessly ties in Facebook® and other social networks into the contact and message functions.

Additionally, this Android-powered smartphone gives customers the option to flexibly upgrade its memory with a MicroSD memory card, so they can easily add more memory without having to purchase a new device.

The fully-loaded smartphone also features a 3.2 inch HVGA touch-sensitive display with Wi-Fi capability, GPS with digital compass, accelerometer, 3.5 mm stereo headset jack and a 5 Megapixel autofocus camera and camcorder with expandable memory.

microSD memory. HTC Hero features simple personal and business e-mail accessibility with instant messaging and text messaging, as well as Stereo Bluetooth® 2.0 Wireless technology.

## The Network

Smartphones are only as good as the network on which they operate. Cellular South's 3G technology is the most reliable and advanced high-speed mobile broadband network available and supports all of the advanced services consumers expect, such as mobile broadband connectivity, e-mail, music downloads, video streaming, internet radio and television, social networking and location-based services.

## The Discover Centers

Cellular South's Discover Centers available online, in stores and on the HTC Hero, provide customers with real-time support and relevant tools that help them get more out of their wireless devices. Cellular South Discover Center Specialists are Android experts and will be able to assist customers in learning about all of the features, applications and overall utilization of their Android-powered device.

For more information about the HTC Hero at Cellular South, its smartphone offerings and Cellular South's Discover Centers, visit [www.cellularsouth.com/DiscoverCenter](http://www.cellularsouth.com/DiscoverCenter).

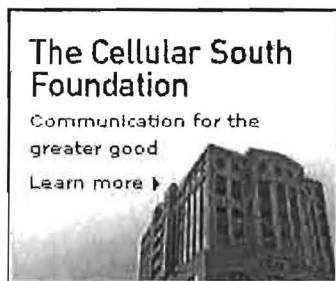
Android, Google, Open Handset Alliance, Google Search, Google Maps, Gmail, YouTube, and Android Market are trademarks of Google, Inc. Apple and iPhone are trademarks of Apple, Inc. HTC Hero is the trademark of HTC Corporation.

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## About Cellular South

Cellular South is a privately-owned diversified mobile communications company passionately committed to helping customers get the most out of their wireless devices and services. The nation's largest privately owned wireless communications provider accomplishes this goal by providing the most reliable and advanced 3G nationwide wireless voice and data network, offering industry-leading family and unlimited flat rate voice, text and mobile web plans, and through its online and in-store Discover Centers, which give customers easy, simple and convenient tools, tips, advice and information on how to get the most out of their mobile phone. For more information, visit [www.cellularsouth.com](http://www.cellularsouth.com).

Additional information about Cellular South, Inc. and its products and services is available at [www.cellularsouth.com](http://www.cellularsouth.com). This Cellular South news release and other announcements are available at [www.cellularsouth.com/news/](http://www.cellularsouth.com/news/). Or follow our news on Twitter at [twitter.com/cellularsouth](http://twitter.com/cellularsouth). Find us on Facebook at [www.facebook.com/pages/Ridgeland-MS/Cellular-South/39645673822](http://www.facebook.com/pages/Ridgeland-MS/Cellular-South/39645673822) to learn more about our wireless services.



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## Cellular South Launches Android™-Powered HTC Hero™ After Record-Breaking Pre-Order Results

Due to High Demand, the HTC Hero at Cellular South is Available Today through this Saturday to Customers Who Pre-ordered; Availability to General Public Begins Monday, November 9



Cellular South sold out its popular HTC Hero touchscreen smartphone due to record consumer demand

Ridgeland, Miss. (Nov. 5, 2009) – Cellular South, the nation's largest privately held wireless provider, announced today that the new HTC Hero, an Android-powered touchscreen smartphone with Google™ mobile services, is now available for customers who pre-ordered the device and will be available to the general public on Monday, November 9.

The HTC Hero offers full synchronization for built-in Google mobile services, including Google Search™, Google Maps™, Gmail™, and YouTube™ as well as access to thousands of applications built on the Android platform. Available at Cellular South for the introductory price of only \$99 (after mail-in rebate), the HTC Hero is the first of a variety of Android-powered smartphones the company plans to offer in the near future.

According to research conducted by Gartner Group, Android will rank second in worldwide smartphone marketshare by 2012 (behind Symbian) when it is estimated that 14 percent of the global smartphone marketshare will be Android devices ☐ higher than BlackBerry, Windows Mobile, and the iPhone.

"Android is an exciting new platform that offers consumers a smartphone option that is already proven in the marketplace," said Roger Entner, SVP Research and Insights for the Telecom Practice of The Nielsen Company. "It is encouraging to see carriers like Cellular South providing their customers access to this industry-leading platform and exposing them to all it offers - thousands of applications, device customization and a powerful wireless experience."

The launch of the HTC Hero makes Cellular South one of the nation's first wireless carriers to offer an Android-powered device and comes on the heels of the most successful pre-order results in company history. Thousands of current and new Cellular South customers pre-ordered the much anticipated HTC Hero ☐ making the new Android-powered smartphone one of the most popular devices at Cellular South.

"It's really no surprise that our pre-order period for the HTC Hero was such a success. With Android's high level of customization and features that can't be found on other devices, along with access to the Android Market™, we're seeing a record number of consumers purchase this advanced smartphone," said Kevin Hankins, chief operating officer for Cellular South. "With our new Smartphone Unlimited Plan, our customers are saving thousands of dollars each year compared to other leading competitor plans. We have broken down the barriers to having full access to the richest and simplest wireless experience - our value proposition is unmatched. Plus, Cellular South customers know they're going to get the most out of their Android-powered device with our superior 3G network and unique mobile Discover Center accessibility."

Debuting on the HTC Hero, Cellular South is the first carrier to offer customers Text CS, a free text-for-help support service built into the device. This convenient feature is a mobile extension of its in-store and online Discover Centers and will allow direct access, via text messaging, to Discover Center experts. Customers will get personal assistance and rapid support for exploring their devices and new services.

To make owning the HTC Hero an even better value, Cellular South has introduced its new Smartphone Unlimited Plan ☐ the first plan of its kind which makes the enriched user experience smartphones provide and advanced devices such as the HTC Hero even more accessible to individuals, families and businesses. For only \$79.99 per month, customers can talk, text, access



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### Cellular South Reveals Plans to Offer HTC Merge™ - World's First Smart Phone Pre-loaded with New Amazon Appstore for Android

Carrier's First Android World Phone Combines Full QWERTY Slide-Out Keyboard With the Power of Android 2.2 OS, HTC Sense™ Experience, 3.8-Inch Display and 5 MP Camera

Ridgeland, Miss. (March 29, 2011) – Cellular South, the largest privately owned wireless communications provider in the U.S., today announced plans to introduce the new HTC Merge, its first Android world phone and the first smart phone in the world to come pre-loaded with the new Amazon Appstore for Android.

The HTC Merge Android-powered touchscreen smart phone combines a full QWERTY slide-out keyboard with the Android operating system, HTC Sense user interface, a large 3.8-inch touchscreen display and a 5 megapixel camera to create a complete mobile experience.

"We're excited to add our first Android world phone to Cellular South's growing suite of Android smart phones and tablets as we continue to build on our promise to deliver the wireless industry's best Android experience," said Kevin Hankins, chief operating officer for Cellular South. "Coupled with the new Amazon Appstore for Android, the HTC Merge is the perfect device for customers who are looking for a reliable mobile experience with the features and functionality of a smart phone, whether it's at home or traveling around the world."

Cellular South is the first wireless carrier in the world to feature the new Amazon Appstore for Android on a smart phone. The Amazon Appstore helps consumers find, discover, try and buy Android apps using its easy and convenient shopping experience.

#### **One Touch Access To New Amazon Appstore**

Customers can shop in the Amazon Appstore for Android from any computer using a Web browser or download the Amazon Appstore application directly to their Android smart phone or tablet. When customers purchase an Android app from the Amazon Appstore, they can use the app on any of their compatible Android devices. The Amazon Appstore also is offering customer-paid app for free every day.

The Amazon Appstore for Android includes popular Amazon features like personalized recommendations, customer review one-click payment options and detailed product descriptions, including screenshots and video content that show the apps in action. All apps will be Amazon-tested before they are made available in the Amazon Appstore.

"Amazon Appstore for Android is a new and convenient way to shop and discover new Android apps for your smart phone or tablet," said Aaron Rubenson, category leader for the Amazon Appstore. "Together with Cellular South, we are committed to helping customers navigate through the thousands of available apps to find those that are the most relevant to them. We aim to give customers a refreshing and unique app shopping experience."

Cellular South customers will appreciate the HTC Merge's seamless integration with Microsoft Exchange ActiveSync®, enjoy quick and easy access to Flickr® for sharing and viewing pictures, and find new ways to customize their experience with Android.

Appstore. With a full slide-out QWERTY keyboard, customers will be able to keep in touch with friends and family no matter where they are, as well as stay in the loop with Flickr, Facebook® and Twitter™ updates through HTC FriendStream™.

In addition, the HTC Merge smartphone has a 5 megapixel camera with auto-focus and flash that captures outstanding images while 3G connectivity makes sharing those special moments with friends and family quick and easy. The HTC Merge smartphone also comes with integrated GPS, Wi-Fi connectivity and even the ability to capture high-definition 720p HD video.

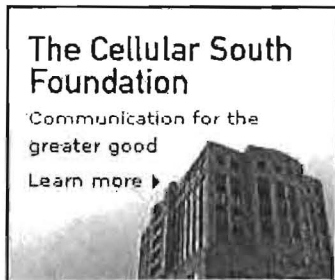
#### **Availability**

The HTC Merge will be available next month. Pricing for the device has not been set, but will require a two-year service contract and data agreement.

*HTC, the HTC logo, FriendStream, HTC Merge, and HTC Sense are the trademarks of HTC Corporation. All other names, companies and products mentioned herein may be the trademarks of their respective owners*

## About Cellular South

Cellular South is a diversified mobile communications company passionately committed to helping customers get the most out of their wireless devices and services. The nation's largest privately owned wireless communications provider accomplishes this goal by optimizing customers' app experience through Discover Apps, providing the most reliable and advanced high-speed nationwide wireless voice and data network, offering industry-leading family and unlimited flat rate voice, text and mobile wireless plans, and through its online and in-store Discover Centers, which give customers easy, simple and convenient tools, tips, and information on how to get the most out of their mobile phone. For more information about Cellular South and its products and services, visit [www.cellularsouth.com](http://www.cellularsouth.com).



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## Cellular South Launches Android-Powered Motorola Milestone Smartphone With One Of the Worlds Thinnest QWERTY Keyboards

**Ridgeland, MS (August 11, 2010)** - Cellular South, the nation's largest privately held wireless communications provider, announced the release today of one of the most advanced Android-powered touchscreen smartphones - the Motorola Milestone™.

Following on the heels of Cellular South's record-breaking introduction of its first Android-powered touchscreen smartphone Motorola Milestone is the first of several new Android-powered touchscreen smartphone devices the carrier plans to offer its customers this year. Cellular South was one of the first U.S. carriers to introduce an Android™-powered smartphone with the launch of the HTC Hero™ last November.

Featuring high-speed web browsing, access to thousands of applications from Android Market™, voice-activated search and a 3.7" widescreen display over one of the best 3G networks, the Android-powered Motorola Milestone from Cellular South sets a new standard for speed, performance and reliability.

The Milestone features the best of both worlds with a full QWERTY keyboard, one of the thinnest in the world, and advanced touchscreen navigation integrated with built-in Google mobile services, including Google Search™, Google Maps™, Gmail™, YouTube™ and Google Maps Navigation™ BETA with voice-aided turn-by-turn directions.

### Highlights:

- Powered by Android 2.1 mobile operating system from Google with pinch to zoom, Live Wallpapers and a full HTML web browser

- Superior call quality with CrystalTalk™ Plus that filters out background noise and enhances voice quality

- 3.7" high resolution (16:9 widescreen) screen display with 854 pixel width and more than 400,000 total pixels you can see more of the web, e-mail, and more

- Access to thousands of apps available through Android Market™. Navigate seamlessly back and forth and keep up to six applications open and running at a time. Android Market™ currently has over 56,000 applications available for download and about 65 percent of them are free of charge.

- Full suite of Google applications including: Google Maps™, Gmail™, Google Talk™, and YouTube™

- Google Maps Navigation™ BETA, which provides turn-by-turn voice directions as a free feature of Google Maps along with live traffic, Street View and satellite imagery

- 5 megapixel digital camera with dual-LED flash, AutoFocus and image stabilization and DVD-broadcast quality advanced video record and playback (30 fps) in 16 million colors with easy 3G or Wi-Fi YouTube™ uploads

- An 8GB memory card included (up to 32 GB capable) for storage of your favorite music, pictures and video

- When placed in its multi-media station, the Milestone transforms into a multi-media hub for movies, music, pictures and can even act as your bedside alarm clock.

- Use stereo Bluetooth® to take calls and listen to music hands-free

- Plug your favorite headphones into the 3.5mm headset jack and kick back to your favorite music or movies

### Pricing and Availability

Beginning today, the Motorola Milestone is available for sale online at [www.cellularsouth.com](http://www.cellularsouth.com) and in Cellular South retail stores for \$149.99 after a \$50 mail-in reward card and with a two-year service agreement!

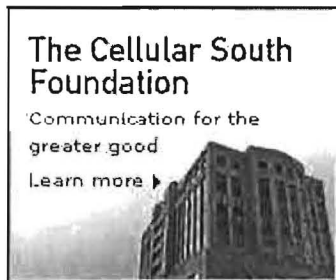
To make owning the Milestone an even better experience, Cellular South has the industry's best value for smartphones with its Smartphone Unlimited plan - the only one of its kind in the nation - that makes the enriching user experience more accessible to individuals, families and businesses. For only \$59.98 a month per line for lines, customers can talk, text, access the Web, and e-mail on the smartest network for smartphones without worrying about counting minutes, megabytes or surprise bills.

With better coverage, fewer dropped calls and more 3G high-speed data service, Cellular South is the smart place to get Android smartphones and offers the best mobile broadband experience for the Motorola Milestone.

Motorola and the Stylized M logo are registered in the U.S. Patent and Trademark Office. Android, Google, Google Search, Google Maps, Gmail, YouTube and Android are trademarks of Google, Inc.

### About Cellular South

Cellular South is a privately-owned diversified mobile communications company passionately committed to helping customers get the most out of their wireless devices and services. The nation's largest privately owned wireless communications carrier accomplishes this goal by providing the most reliable and advanced 3G nationwide wireless voice and data network, offering industry-leading smartphone devices and accessible flat rate plans, and through its online and in-store Discover Centers, we give customers easy, simple and convenient tools, tips, advice and information to get the most out of their mobile phone. For more information about Cellular South and its products and services, as well as its ground-breaking Cellular South Original generated programming, visit [www.cellularsouth.com](http://www.cellularsouth.com). This news release and other announcements are available at [www.cellularsouth.com/news](http://www.cellularsouth.com/news).



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## New Windows Phone 7 Brings Start Screen to Life with Live Tiles for a Glance-and-Go Experience; Offers Xbox LIVE and Zune Integration with Microsoft Office Mobile

Ridgeland, Miss. (June 17, 2011) – Cellular South, the largest privately held wireless communications provider in the U.S., introduced the HTC 7 Pro smartphone today offering customers its first Windows Phone 7-powered glance-and-go experience combined with an innovative design that features a sliding full QWERTY keyboard and tilt-up display.

The HTC 7 Pro also features a unique Start screen with Hubs that provides easy access to the user's most valuable content and customizable Live Tiles, which come to life with real-time updates from the Web. Depending on the app, the Live Tiles might show pending messages and appointments, news and weather, or game notifications and friend status – all continuously refreshed. It also lets the user customize people, apps, playlists, pictures, and other favorites to the Start screen, so they're available at a single touch.

"The HTC 7 Pro is the perfect device for power users who want to combine the ultimate in business efficiency with the ability to take full advantage of their leisure time," said Sherry Stegall, senior vice president for sales and customer operations at Cellular South.

Stegall said the sleek handset slides opens and tilts to reveal a full QWERTY keyboard for fast, comfortable typing, while productivity features such as the ability to sort, scan and manage Outlook email, open and edit the latest Office documents on the phone and keep track of the markets with the stocks application, offer new ways to maximize the business day.

Windows Phone 7 Hubs bring together related content from the Web, applications and services into a single view and offers quick and easy access to the users' most valuable content. The six Hubs are built on specific themes, including:

- People Hub brings together relevant content based on the person, including photos and live feeds from social networks. People Hub provides a central place from which to update status or change profile pictures across multiple social networking sites. Skim Facebook®, Windows® Live feeds & photos, then call, text or post to friends and get directions to their place.
- Games Hub is an on-the-go arcade and the first and only official Xbox LIVE experience on a phone. Play solo, or use the free Xbox LIVE service to match wits with friends wherever they are and view player avatars, profiles and achievements.
- Pictures Hub houses your entire collection and makes it easy to share pictures to a social network in one step. It can also bring together a user's photos by integrating with the Web and PC, making the phone the ideal place to view an entire picture and video collection, including photos saved to the phone and pictures friends posted on Facebook or Windows Live. You can even send favorites to friends, or post them to Facebook or Windows Live, all from one place.
- Music + Videos Hub is an anytime entertainment center. Play a music collection – synced wirelessly from a PC – or stream or download new tunes. There's even a built-in FM radio and high-resolution screen that's perfect for watching TV shows, movies or your own video clips. Add an optional Zune Pass subscription to get millions of songs for one low monthly fee. Users can turn their media experience into a social one with Zune Social on a PC and share their media recommendations with like-minded music lovers.
- Marketplace Hub allows the user to easily discover and load the phone with certified applications and games.
- Office Hub brings the familiar experience of the world's leading productivity software to your phone. With access to Microsoft Office, OneNote and SharePoint Workspace all in one place, users can easily read, edit and share documents.

HTC 7 Pro key features include:

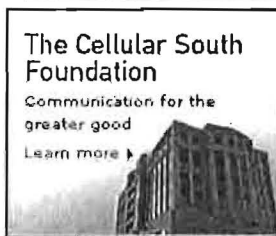
- Qualcomm 1GHz Snapdragon processor
- 3.6-inch WVGA capacitive touchscreen with multi-touch capability

- » Full HTML Web browser with Bing Search and Maps for turn by turn directions, address mapping and even street level views via voice search or typing
- » Windows Phone Marketplace offers a single view to showcase apps, games, music and premium Xbox LIVE games
- » Corporate email (Microsoft Exchange ActiveSync®), personal (POP & IMAP) email and text messaging
- » 5MP camera with flash, autofocus and digital zoom and 720p HD camcorder. The camera button will snap photos fast, even if the phone is locked.
- » 16GB internal memory for storing pictures, videos and large files
- » Wi-Fi® (802.11 b/g/n)

The HTC 7 Pro is available starting today for \$199.99 with a new two-year service agreement and data plan and after a \$50 mail-in reward card, in all Cellular South retail stores, online at [www.cellularsouth.com](http://www.cellularsouth.com) and Telesales at 1-877-9CSOUTH (927-6884).

### About Cellular South

Cellular South is a diversified mobile communications company passionately committed to helping customers get the most out of their wireless devices and services. The nation's largest privately owned wireless communications provider accomplishes this goal by optimizing customers' app experience through Discover Apps, providing the most reliable and advanced high-speed nationwide wireless voice and data network, offering industry-leading family and unlimited flat rate voice, text and mobile web plans, and through its online and in-store Discover Centers, which give customers easy, simple and convenient tools, tips, advice and information on how to get the most out of their mobile phone. For more information about Cellular South and its products and services, visit [www.cellularsouth.com](http://www.cellularsouth.com) or follow us on Facebook at [www.facebook.com/cellularsouth](http://www.facebook.com/cellularsouth) or Twitter at [www.twitter.com/cellularsouth](http://www.twitter.com/cellularsouth).



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## SAMSUNG MOBILE AND CELLULAR SOUTH DEBUT THE SAMSUNG SHOWCASE™, A GALAXY S™ SMARTPHONE AT CTIA ENTERPRISE AND APPLICATIONS

Features an Android 2.1™ platform, 4-inch Super AMOLED Touchscreen Display, 1 GH Application Processor, Entertainment and Social Networking Features – On Display at th Samsung Mobile Booth #717



**San Francisco (October 6, 2010)**– Samsung Telecommunications America (Samsung Mobile the No.1 mobile phone provider in the U.S., and Cellular South, the largest privately owned wire carrier in the U.S., today announced the upcoming availability of the Samsung Showcase™, a Galaxy S™ smartphone. The Android™-powered Samsung Showcase (SCH-i500) will bring us fully integrated entertainment, messaging and

social networking experience packaged in an alluring, streamlined design surrounding a stunning 4-inch Super AMOLED™ display.

"The Samsung Showcase smartphone coming soon to Cellular South customers is a premium Android 2.1 device equipped Samsung's Galaxy S class of features," said Omar Khan, chief strategy officer for Samsung Mobile.

"The Galaxy S™ series of smartphones offers users superior features, including a 1 GHz Samsung Hummingbird Application Processor, Samsung's Super AMOLED touch screen technology, along with entertainment, messaging and social networking applications."

The Samsung Showcase represents a new breed of smartphones powered by the open and innovative Android platform, w support of Google Mobile Services including Google Search™, Google Maps™, Gmail™, YouTube™, Google Talk™, Andr Market™ and more. The Showcase features Samsung's Super AMOLED display screen technology, a 1 GHz Samsung Hummingbird Application Processor and Samsung Social Hub, a feature that integrates the user's social networking service messages, personal and business email, calendars and contacts.

"We're looking forward to bringing the benefits of one of the world's most advanced Android-powered smartphones to our customers," said Kevin Hankins, chief operating officer for Cellular South. "With its superior touchscreen technology, super processor and integrated social networking, the Samsung Showcase offers one of the best Android experiences available t

"Coupled with access to thousands of apps on Android Market and some of the best Android devices and service plans, Ce South is ready to offer consumers the best app experience in the industry," Hankins said. "We make it easy and simple for consumers to discover the right apps that best meet their personal needs and desires. No other wireless carrier today is following through on that commitment like Cellular South."

The Samsung Showcase will come preloaded with numerous apps, including two Cellular South Original apps – Text CS ar Discover Apps. Both of these apps help consumers get quick, easy and convenient answers to questions about their mobil phone, account and the most relevant apps for their device. A third app – Barcode Scanner – enables users to quickly scan barcode into their Android-powered smartphone and have Google search for that particular item to find reviews, competitive prices and more. The app also can read QR – or Quick Response – data-matrix codes, which can link users to a website, r discount coupon, contact information, calendar appointment or text message.

The Showcase provides a premium viewing experience on its large, brilliant 4-inch display powered by Samsung's Super

AMOLED touch screen technology. Super AMOLED technology yields thinner displays, delivering one of the most responsive featured smartphones in the industry. Samsung's innovative display technology makes watching movies, viewing videos and playing games come to life like never before, even in bright light and outdoor environments.

In addition, the Showcase features six-axis motion sensing using an accelerometer and geo-magnetic sensors to provide a smooth, fluid gaming experience when the user is tilting the device up or down or panning the phone to the left or right. The Showcase's user interface also supports a series of advanced touch screen gesture capabilities including multi-touch pinch tap and zoom and vertical and horizontal swiping. This series of versatile gestures provide easier and quicker access to many applications including location-based services, Web browsing and digital photos.

Powering the Showcase is a 1 GHz Samsung Hummingbird Application Processor, which produces amazing 3-D graphics with faster upload and download times of HD-like multimedia content.

The Showcase smartphone keeps users connected with Samsung's Social Hub, which is built around Messaging and Contacts, both of which initiate the sending and receiving of information, whether it is e-mail, instant messaging, social network updates or SMS messages. Additionally, calendar information from portal calendars, such as Google Calendar™, and social networking services are displayed together in one calendar with two-way synchronization. The familiar text messaging experience is enhanced with group messaging and "reply all" functionality for up to 10 contacts, a threaded conversations format, a consolidated inbox, and enhanced multi-media display.

Not just for social networking and messaging, the Showcase truly brings your home and office computer to the palm of your hand with support for push email and integrated calendar services, including Google™ and Yahoo for consumers and small businesses and ActiveSync for enterprise users. Messaging is simple and easy with the Showcase's virtual QWERTY keyboard with Swype technology, which allows users to input text faster and in a more intuitive way with one continuous finger motion across the screen keyboard.

In addition, the Showcase features best-in-class entertainment features, including future access to Samsung Media Hub, a library of video and literary content powered by some of the biggest names in entertainment. The Showcase also features Samsung's All Share application, which enables inter-device connectivity through DLNA (Digital Living Network Alliance), allowing users to send video content wirelessly to other DLNA-enabled devices, such as televisions, monitors and computers, allowing for a rich, interactive entertainment experience.

The Showcase is packed full of features that enhance users' daily life, including a 5.0-megapixel camera/camcorder with autofocus and HD video recording (720p), MP3 player, 3.5-millimeter headphone jack and expandable memory for photos, videos and music, up to 32 GB using microSD. Additional key specifications of the Showcase include Wi-Fi (802.11 b/g/n), full HTML browser with multi-touch pinch to zoom, Bluetooth® 3.0 technology, daily briefing widget, which offers instant access to web news, stocks, and the calendar and a feeds and updates widget, that lets users get updates from social networking sites instantly.

The Samsung Showcase will be available in Cellular South retail locations in time for the holidays and online at [www.cellularsouth.com](http://www.cellularsouth.com). For more information about the Samsung Showcase, visit [www.samsungmobileusa.com](http://www.samsungmobileusa.com).

#### **About Samsung Telecommunications America**

Samsung Telecommunications America, LLC, a Dallas-based subsidiary of Samsung Electronics Co., Ltd., researches, develops and markets wireless handsets and telecommunications products throughout North America. For more information, please visit [www.samsungwireless.com](http://www.samsungwireless.com).

#### **About Samsung Electronics Co., Ltd.**

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2009 consolidated sales of US\$116.8 billion. Employing approximately 188,000 people in 185 offices across 65 countries, the company consists of eight independently operated business units: Visual Display, Mobile Communications, Telecommunication Systems, Digital Appliances, IT Solutions, Digital Imaging, Semiconductor and LCD. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones and TFT-LCDs. For more information, please visit [www.samsung.com](http://www.samsung.com).

#### **About Cellular South**

Cellular South is a diversified mobile communications company passionately committed to helping customers get the most

their wireless devices and services. The nation's largest privately owned wireless communications provider accomplishes this goal by providing the most reliable and advanced 3G nationwide wireless voice and data network, offering industry-leading and unlimited flat rate voice, text and mobile web plans, and through its online and in-store Discover Centers, which give customers easy, simple and convenient tools, tips, advice and information on how to get the most out of their mobile phone. For more information about Cellular South and its products and services, visit [www.cellularsouth.com](http://www.cellularsouth.com).

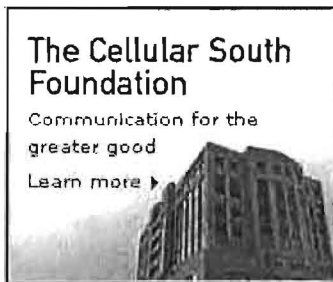
1Number one mobile phone provider in the U.S. claim for Samsung Mobile based upon reported shipment data, according to Strategy Analytics Q1-Q2 2010, Q1-Q4 2009 and Q3 and Q4 2008 U.S. Market Share Handset Shipments Reports.

Android, Google, Google Search, Google Maps, Gmail, YouTube, Google Talk, Android Market are trademarks of Google

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## About Cellular South

Cellular South is a privately-owned diversified mobile communications company that is committed to providing wireless customers with a different and better wireless experience. The nation's largest privately owned wireless communications company accomplishes this goal by providing the nation's best 3G wireless voice and data coverage, offering industry-leading unlimited flat-rate plans and providing access to the most advanced wireless devices and applications. Through the company's online and in-store Discover Centers customers receive simple and convenient tools, tips and information to get the most out of their mobile phone. For more information about Cellular South and its products and services, visit [www.cellularsouth.com](http://www.cellularsouth.com). This news release and other announcements are available at [www.cellularsouth.com/news/](http://www.cellularsouth.com/news/). Or follow our news on Twitter at [twitter.com/cellularsouth](http://twitter.com/cellularsouth). Find us on Facebook at [www.facebook.com/cellularsouth](http://www.facebook.com/cellularsouth) to learn more about our wireless service.



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# Cellular South Plans

All Plans



Multi-Line



AdvancePay



Computers

Sort by some popular features: ☒ Unlimited Text ☐ Unlimited Web

All plans include: Voice Mail, Long Distance, Call Waiting, Call Forwarding, Conference Calling and Caller ID.

## Contract Plans

### Minutes

### Key Features

### Popular Extras

### Price

#### Smartphone Plan

Available with any phone

[View Details](#)

500

Nationwide

- Unlimited Mobile-To-Mobile Calls
- Unlimited Text
- Unlimited Web
- Unlimited Email

[See all features](#)

Unlimited Nights & Weekends

Unlimited Pics

\$49.99 /mo

[Select Plan](#)

We'll show you phones next

#### Smartphone Unlimited

**MULTI-LINE**

Add a second line with this plan for half off (only \$39.99/mo)

Available with any phone

[View Details](#)

Unlimited

Nationwide

- Unlimited Talk
- Unlimited Text
- Unlimited Web
- Unlimited Email

[See all features](#)

Unlimited Pics

\$79.99 /mo

[Select Plan](#)

We'll show you phones next

#### Text & Talk

[View Details](#)

200

Nationwide

- Unlimited Mobile-To-Mobile Calls
- Unlimited Text
- Data As You Go

[See all features](#)

Unlimited Web

Unlimited Pics

Unlimited Nights & Weekends

\$19.99 /mo

[Select Plan](#)

We'll show you phones next

#### Talk 400

[View Details](#)

400

Nationwide

- Unlimited Mobile-To-Mobile Calls
- Unlimited Nights & Weekends
- Data As You Go

[See all features](#)

Unlimited Text

Unlimited Web

Unlimited Pics

\$29.99 /mo

[Select Plan](#)

We'll show you phones next

#### Talk 700

**MULTI-LINE**

Share with up to four lines for \$9.99 each

[View Details](#)

700

Nationwide

- Unlimited Mobile-To-Mobile Calls
- Unlimited Nights & Weekends
- Data As You Go

[See all features](#)

Unlimited Text

Unlimited Web

Unlimited Pics

\$49.99 /mo

[Select Plan](#)

We'll show you phones next

#### Talk 1400

**MULTI-LINE**

Share with up to four lines for \$9.99 each

[View Details](#)

1400

Nationwide

- Unlimited Mobile-To-Mobile Calls
- Unlimited Nights & Weekends
- Data As You Go

[See all features](#)

Unlimited Text

Unlimited Web

Unlimited Pics

\$69.99 /mo

[Select Plan](#)

We'll show you phones next

#### Talk Unlimited

**MULTI-LINE**

Add a second line with this plan for half off (only \$29.99/mo)

[View Details](#)

Unlimited

Nationwide

- Unlimited Talk
- Data As You Go

[See all features](#)

Unlimited Text

Unlimited Web

Unlimited Pics

\$59.99 /mo

[Select Plan](#)

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## Prepaid Plans

## Minutes

## Key Features

## Popular Extras

## Price

### AdvancePay Nationwide Promotion

PREPAID

[View Details](#)

Unlimited  
Nationwide

- ✓ Unlimited Talk
- ✓ Unlimited Text
- ✓ Optional FREE 30MB of Web usage (\$2 per additional 1024KB)

[See all features](#)

Ringback Tones (for AdvancePay)

Unlimited Pics (for AdvancePay)

\$50.00  
per 30 days

Select Plan

We'll show you phones next

### AdvancePay \$60

PREPAID

[View Details](#)

Unlimited  
Regional

- ✓ Unlimited Talk
- ✓ Unlimited Text
- ✓ Unlimited Web
- ✓ Unlimited Pics
- ✓ Nationwide Roaming Available

[See all features](#)

Ringback Tones (for AdvancePay)

Unlimited Pics (for AdvancePay)

\$60.00  
per 30 days

Select Plan

We'll show you phones next

### AdvancePay Smartphone \$80

PREPAID

[View Details](#)

Unlimited  
Regional

- ✓ Unlimited Talk
- ✓ Unlimited Text
- ✓ Unlimited Web
- ✓ Unlimited Email
- ✓ Nationwide Roaming Available

[See all features](#)

Ringback Tones (for AdvancePay)

Unlimited Pics (for AdvancePay)

\$80.00  
per 30 days

Select Plan

We'll show you phones next

### AdvancePay Daily Rate

PREPAID

[View Details](#)

Unlimited  
Regional

- ✓ Unlimited Talk
- ✓ Unlimited Text
- ✓ Data As You Go
- ✓ Nationwide Roaming Available

[See all features](#)

Unlimited Pics (for AdvancePay)

International Dialing (for AdvancePay)

\$2.00  
Daily Rate

Select Plan

We'll show you phones next

## Computer Plans

## Usage

## Key Features

## Popular Extras

## Price

### 1GB Data

COMPUTERS

For your MiFi

[View Details](#)

1GB

- ✓ High-Speed Network Access

[See all features](#)

\$19.99 /mo

Select Plan

We'll show you phones next

### 3GB Data

COMPUTERS

For your MiFi, data card and more

[View Details](#)

3GB

- ✓ High-Speed Network Access

[See all features](#)

\$29.99 /mo

Select Plan

We'll show you phones next

### 5GB Data

COMPUTERS

For your MiFi, data card and more

[View Details](#)

5GB

- ✓ High-Speed Network Access

[See all features](#)

\$49.99 /mo

Select Plan

We'll show you phones next